

**Hi, I'm Jarrod Keen, owner and wealth advisor  
at Dye Creek Capital, and today I'd like to  
share six essential steps you can take right  
now to help safeguard your money from common  
financial scams.**

**First and foremost, always verify the source.**

**Scams often impersonate trusted institutions through calls, texts,  
or emails, even making messages look official.**

**If you didn't initiate the contact, don't assume  
it's genuine.**

**Instead, reach out directly using a verified phone  
number like the one on the back of  
your credit card, or the one on the  
company website, or better yet, your personal contact  
like any of us at Dye Creek.**

**Never rely on caller ID or on an  
email link.**

**Second, don't rush into anything.**

**Scammers often press their targets to act fast,  
sometimes by using fear tactics or creating a  
false sense of urgency.**

**Trust your instincts, slow down, double check, and  
when you when you're in doubt, discuss it**

**with someone you trust before taking any action.**

**The third step is to secure your accounts**

**with strong passwords and two-factor authentication.**

**Choose passwords that are long and unique and**

**include letters, numbers, and special characters, and then**

**enable two-factor authentication whenever possible.**

**Number four on the list, add a trusted**

**contact to your accounts.**

**This should be someone your financial institution can**

**reach out to if suspicious activity occurs.**

**It's an extra safeguard and can help provide**

**peace of mind for both you and your**

**advisor.**

**Fifth, monitor your accounts and your reports regularly.**

**You can set up alerts so that you're**

**notified of unusual activity right away.**

**Keep an eye on statements and report anything**

**unfamiliar.**

**And finally, act fast if you suspect fraud.**

**Report it to your financial institution and the**

**appropriate authorities.**

**If you feel overwhelmed, ask for help from**

**a trusted friend or a family member.**

**You're not alone and immediate action can minimize potential damages.**

**Potential scams include texts to collect toll payments, impersonation of friends or family, emails claiming you have money available to you, or even fake romantic pursuits.**

**Our advice, don't click on anything from an unknown source.**

**Don't provide information to anyone that you don't know or that you didn't contact.**

**If you're confronted with any of the above situations, stop, hang up, and disconnect.**

**If it's a credit card or debit card related issue, call the number on the back of the card and don't trust that they are the ones that called you.**

**I've been a victim.**

**I've seen our clients suffer from many of these scams.**

**Artificial intelligence has made it so that we cannot trust anything that we read, see, or hear**

**If you intend to move any money, have a way to personally verify the recipient.**

**To quickly recap, fraud is accelerating and it's becoming more creative.**

**To combat these attacks on your wealth, verify sources, don't rush, strengthen your security, add a trusted contact, monitor your accounts, and seek help if something doesn't feel right.**

**Stay vigilant, stay safe, and as always, stay in touch with me if you have questions or concerns.**

**I am here to help.**

**Thanks for watching.**

**See you next time.**